### **Boosting** sustainability

In the tourism sector



weg.de



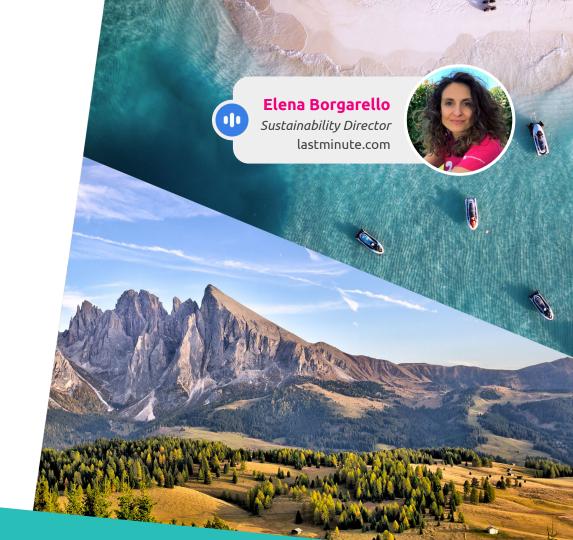




rumbo JETCOST TWO



crocierissime ≈ hotelscan



SUSTAINABLE TRAVEL INSIGHTS

## Climate change considerations are a relevant factor in travel decision-making



47%

Awareness about climate issues in certain destinations



34%

Have started to limit



43%

Interest in helping local communities



45%

Concerns about the environment

lastminute.com

OUR STRATEGY TO INCREASE MORE SUSTAINABLE CHOICES

# We leverage on our audience reach to foster travellers awareness





 5-star hotel
 44.5 kg CO2

 4-star hotel
 16 kg CO2

 3-star hotel
 9.8 kg CO2

 2-star hotel or less
 7.8 kg CO2

Emissions are estimated and compared by CHOOOSE, per room per night for your destination. For more details, please visit the Useful information page on our homepage.



Travel with love.



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#### **Eco-Management and Audit Scheme (EMAS)**

The Eco-Management and Audit Scheme (EMAS), developed by the European Commission, is a corporate premium management instrument to evaluate, report, and improve organisations' environmental performance.

EMAS-certified accommodations implement a comprehensive management system that assesses, improves, and reports on their sustainability impacts, resulting in better environmental outcomes - all verified through independent audits.

Choosing EMAS-certified accommodations means supporting efficient use of energy and water, CO2 emissions reduction, waste prevention, recycling, green procurement, and sustainable mobility.



#### Why EMAS?

Take a look at why EMAS-certified options stand out:

- Transparency and Accountability. Through the EMAS Environmental Statement, registered organisations provide clear and verifiable information on
  their environmental performance in line with the forthcoming Green Claims Directive requirements and compatible with the reporting requirements of
  the Corporate Sustainability Reporting Directive (CSRD).
- Credibility and compliance. As EMAS guarantees the registered organisations comply with all applicable legal environmental requirements, it
  enhances the credibility of the company in the value chain and reduces environmental reputational risks.
- Innovation and Continuous Improvement. EMAS encourages ongoing innovation, helping organisations to exchange good practices between them and providing examples of how to reduce their environmental impact.

#### How can you make a difference?

By choosing sustainable-certified accommodations, you contribute to the EU's goal of climate neutrality by 2050!

Ready to make an eco-conscious choice for your next stay?

Discover outstanding hotels with the EU Ecolabel catalogue and and EMAS interactive map4, and join the leaders in sustainability.

<sup>1</sup> FLL Ecolabel for tourist accommodation

<sup>&</sup>lt;sup>2</sup> UNWTO (2008), Climate Change and Tourism – Responding to global challenges

<sup>3</sup> TUI and UNEP (2021)

<sup>&</sup>lt;sup>4</sup> For more advanced search options, check out the EMAS Global Register for comprehensive and detailed listings.



### Thank you